

Request for Reconsideration after Final Action

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EVIDENCE SECTION	
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DESCRIPTION OF EVIDENCE FILE	Request for Reconsideration; Declaration of Applicant; copies of articles/advertisements; copies of products; and drawing; copies of certificates of registrations
SIGNATURE SECTION	

RESPONSE SIGNATURE	/bloewenthal/
SIGNATORY'S NAME	/Barbara H. Loewenthal/
SIGNATORY'S POSITION	Attorney of Record; Member of NYS bar
SIGNATORY'S PHONE NUMBER	(212)684-3900
DATE SIGNED	12/06/2013
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Fri Dec 06 17:33:16 EST 2013
TEAS STAMP	USPTO/RFR-38.104.247.86-2 0131206173316378377-77705 566-5005336e518103c8f180d 1374c3d66642fdec1b499d62b 92b3b6f52928b277-N/A-N/A- 20131206164304428047

Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. **77705566** has been amended as follows:

EVIDENCE

Evidence in the nature of Request for Reconsideration; Declaration of Applicant; copies of articles/advertisements; copies of products; and drawing; copies of certificates of registrations has been attached.

Original PDF file:

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Converted PDF file(s) (6 pages)

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[Evidence-2](#)

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[Evidence-9](#)

[Evidence-10](#)

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SIGNATURE(S)

Request for Reconsideration Signature

Signature: /bloewenthal/ Date: 12/06/2013

Signatory's Name: /Barbara H. Loewenthal/

Signatory's Position: Attorney of Record; Member of NYS bar

Signatory's Phone Number: (212)684-3900

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 77705566

Internet Transmission Date: Fri Dec 06 17:33:16 EST 2013

TEAS Stamp: USPTO/RFR-38.104.247.86-2013120617331637

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Applicant requests reconsideration of the Examiner's refusal to register.

In the most recent office action the Examiner maintained the refusal to register the mark in the application claiming: (a) the mark as used in the specimen of record is solely decorative or ornamental because it consists of a repeating design used across the foot bed of open sandals and that the applied for mark is not inherently distinctive, and (b) the mark merely consists of a repetitive non-distinctive design. Applicant disagrees with both of these refusals to register, as discussed below. Applicant's prior arguments are either reiterated here and/or are incorporated by reference.

A. The Mark In The Application Is Not Ornamental And Is Recognized As A Trademark, And Not Merely As A Repetitive Design.

1. The Mark is Not Merely Used on The Goods

Initially, it is pointed out that the underlying basis for the refusal to register, namely, that the mark is ornamental because it shows a decorative design on the goods (foot bed of sandal on the products) is incorrect because the mark is not only used on the goods. The mark is used by Applicant in variety of ways, e.g., on containers for the goods and products associated with the goods and on Applicant's website which provides ordering information for the goods (see www.us.havaianas.com). Attached herewith as Exhibit "A" are some photographs of products associated with the goods. The multitude of usages of the mark (e.g., not only on the goods themselves) renders it inherently distinctive and not merely ornamental.¹

B. The Mark, As Used on the Goods Is Not Ornamental

It is well settled that the Examining Attorney should consider the following factors when determining whether a mark is ornamental: (a) the commercial impression of the mark; (b) the relevant practices of the trade; and (c) secondary source of acquired distinctiveness. TMEP Section 1202.03. Merely because a mark consists of repetitive letters, designs and shapes is not enough to deem it to be ornamental and not entitled to registration.

In accordance with the TMEP, even if the proposed mark serves some ornamental function, the mark may nonetheless perform a source indicating function which is registrable if it is found to be a trademark of Applicant. TMEP §1203. For example, in Re Watkins Glen Int'l, 222 U.S.P.Q. 727 (T.T.A.B. 1985) the Board granted registration to Applicant's design of a race flag for clothing because the design, while performing an ornamental function, also served as an indicia of source. The Board stated:

We do not think the appearance of the legends along with the design detracts from the design's registrability since we believe said design creates a commercial impression separate and distinct from the wording. While the design somewhat simulates a checkered flag which is a common symbol in the auto racing field, the design sought to be registered, in our view, is highly stylized and unique. (Emphasis added)

Id. at 729.

¹ It is maintained that specimens previously submitted show use of the mark both on the goods (e.g., a portion thereof, especially since Applicant is not claiming the configuration of the sole of the sandal) and use of the mark on products associated with the goods. Accordingly, it maintained that the specimen submitted should be accepted. In the alternative, attached herewith is a substitute drawing showing use of the mark as depicted in the specimens of record.

Here, a review of the factors espoused above, namely, (a) the unique nature of the symbol portrayed in the mark in relation to goods, (b) long use and registration of like marks by Applicant; (c) practices in the trade show that the mark is entitled to registration so that even if the proposed mark is decorative in some way, it may be registered if it also serves as an indicator of source of origin.

1. Commercial Impression is that of a Trademark

Applicant's design serves as a source of origin for its goods. The mark consists of vertical ovals forming horizontal and diagonal lines used on the surface of a bed of goods. As discussed below, there are no competitors in the footwear industry using a like design, which is unique to the applicant and recognized as such by the public. Moreover, the Examiner has not presented evidence of like patterns used by others (discussed below).

Here, even though Applicant's mark covers the surface of the product it is both highly stylized and unique, and recognizable as a trademark of the Applicant. The unique vertical ovals pattern which form horizontal and diagonal lines are unique to Applicant's mark; the Examining Attorney has not provided any evidence showing "like" design used by others as trademarks. For example, the submissions that the Examiner submitted consist of:

a printout from showing a "flip flop" which is no longer available;

a printout from showing the "Under Gyra T Thong" which unlike Applicant's mark consists of "radial design with positive/negative tread patterns"; the design has footprint inspired grooves. This is dissimilar to Applicant's mark;

printouts from showing Adidas and Nike whose designs are very different from that of Applicant consisting of raised panels and assorted shapes throughout the panel of the sole. This design has "footprint inspired grooves"; and

a printout from showing a Reebok MLB summertime flip which, unlike Applicant's mark is described as containing a "midsole cushion and ripple outsole design to provide improved traction."

Indeed, in the most recent office action the Examiner stated that Applicant's "simple geometric pattern is woefully inadequate... and is very similar to the repeating patterns of ovals and circles used by Nike, Reef, Orthaheel, O'Neil and others in the attached evidence." This is not so. For example, the "Reef Sandals" attached as evidence by the Examiner shows a very different pattern than the one used by Applicant in that it sandals show vertical lines which divide the design into "boxes"; Applicant's mark in contrast consists of uniform shapes which covers the surface of the mark. Also, the O'Neil Koosh pattern is nothing like the Applicant's mark; the Koosh pattern consists of large horizontal squares which are not tightly spaced together but are set unto a flat surface of the foot bed. Neither of these designs nor the others attached by the Examiner is similar to or comparable with the Applicant's mark. See *In re Tire Mart, Inc.* (Serial No. 78/292,388 - January, 2008) where the TTAB reversed an ornamental refusal to register a repeating design of lightning bolts molded onto tires stating because, among other things, the PTO did not provide any evidence that Applicant's design or similarly placed designs "are widely viewed as mere ornamentation in the tire industry." In short, there was no evidence provided by

the Examiner showing that the design would be perceived as a trademark.” The same holds true here. Many of the designs used on the foot of the sandals in the excerpts submitted by the Examining Attorney show sandals with different grooves and raised soles which support comfort and prevent slippage. These functional usages are different from Applicant’s raised, intertwining oval patterns. Thus, the Examining Attorney has not provided evidence that shows that "common patterns" are used by others as ornamental features and not as source indicators.

The Examiner has neither submitted evidence of like unregistrable patterns used by others in the industry, nor submitted proof that the public would not associate the mark at hand with that of Applicant, despite its long use and its registration of other marks on the Principal register (discussed below).

2. Applicant’s Mark Is Inherently Distinctive (Long Use/Other Like Marks)

If a symbol or design is inherently distinctive, it can be registered and protected without the need for proof of secondary meaning. In re Esso Standard Oil Co., 305 F.2d 495 (C.C.P.A. 1962); In re Interstate Bakers Corp., 153 U.S.P.Q. 488 (T.T.A.B. 1967); Beconta, Inc. v. Larson Industries, Inc., 330 F. Supp. 116 (N.D. Ill. 1971). In re Owens-Corning Fiberglass Corp., discussed the difference between “mere ornamentation” and “ornamentation which is merely an incidental quality of a trademark.” 774 F.2d 1116, 1122 (1985). Determining the difference between those two possibilities “requires proper reflection upon the impression likely to govern the ordinary purchase in the marketplace.” Id. at 1122-1123.

Applicant points out that it has already registered “like” designs on the Principal register, thus showing that the mark has already been deemed inherently distinctive by the PTO and registrable on the Principal register. For example, Applicant is the owner of Reg. No. 4065527 for HAVAIANAS and design, wherein the design of the mark consists of "a pattern of interlocking, raised, Z shaped lines applied to the strap of a sandal, with the word HAVAIANAS displayed on the strap, an oval shape appearing in the middle of the foot bed of the sandal, and a pattern consisting of images of grains of rice applied to the foot bed of the sandal. The outline of the sandal and the outline of the strap are displayed in broken lines, and are not claimed as a feature of the mark." If the public recognized the design in this mark as the trademark of Applicant, it would also associate the same/similar mark herein as a mark that indicates the source of origin of Applicant’s goods.

Applicant is also the owner of Reg. No. 4230335 for the mark HAVAIANAS and design for footwear, namely tennis shoes, sports shoes, shoes for practicing sports, boots, ankle boots, gymnastic shoes, bathing sandals, bathing thons, sandals and social shoes, bathing sandals, bathing thongs, sandals and social shoes. The pattern on the foot of the sandal which was entitled to registration on the Principal register is remarkably similar to the one here and was registered on the Principal register (without a 2(f) claim).

See In re American Sail Training Association, 230 U.S.P.Q. 879 (T.T.A.B. 1986). In In re The American Sail Training Association, 230 U.S.P.Q. 879 (T.T.A.B. 1986) an application was filed by the American Sail Training Association to register RETURN OF THE TALL SHIPS as a service mark for organizing sail races. The Examining Attorney issued a final refusal requiring

Applicant to disclaim rights to the words TALL SHIPS. Applicant appealed arguing that it owned prior registrations, including an incontestable Principal register registration for TALL SHIPS for organizing, arranging and sponsoring sailing races. Accordingly, Applicant argued that by virtue of its ownership of its previous TALL SHIPS registration, no disclaimer of TALL SHIPS should be required and an account of "its ownership of its incontestable registered mark 'TALL SHIPS' for services identical to those recited herein, the mark cannot be collaterally attacked on the grounds that it is merely descriptive." *Id.* at 880. The Board agreed with Applicant, stating:

In the present case, the portion of applicant's mark 'TALL SHIPS' required to be disclaimed is identical to the subject matter of applicant's incontestable registration. In addition, unlike the *Loew's* case, the services described in applicant's application are identical to those recited in the prior incontestable registration. We have a situation, therefore, where the mark 'TALL SHIPS' for organizing, arranging and sponsoring sailing races cannot be challenged on the ground that the mark is merely descriptive of the services. Where, as here, this ground cannot be raised by any competitor or any other party who believes he would be damaged by the continued registration of the mark 'TALL SHIPS' we think the requirement by the Office to disclaim 'TALL SHIPS' as an unregistrable component of the mark 'RETURN OF THE TALL SHIPS,' constitutes a collateral attack on the registered mark which is impermissible.

The same principles apply here. Since the PTO has already recognized Applicant's exclusive right to the design in its Application without resort to a claim of acquired distinctiveness, there is no reason for the PTO to act inconsistently with its past findings concerning the identical trademark. To do so would be an impermissible collateral attack on Applicant's prior registration. Accordingly, the mark in the above application should be entitled to registration on the Principal register.

3. Relevant Practices In The Trade

Applicant also notes that based on the test promulgated above, a review of the relevant practices in the trade shows that it is common for those in the apparel and footwear industry to register configurations associated with their goods. For example, see *America, Inc. v. Payless Shoesource, Inc.*, the court affirmed registrability of the plaintiff's Design Mark, which consisted of three stripes running vertically at the side of the shoe. 529 F. Supp. 2d 1215 (D. Or. 2007). The court stated that the mark was "arbitrary because three stripes do not define, describe or suggest the various products that bear them." *See Id.* (citing *Adidas v. Target*, No. 01-1582-RE, slip op. at 13 (D. Or. Jan. 29, 2003)). Indeed, there are countless designs that have been deemed inherently distinctive and were registered on or in connection with shoes.

A review of the USPTO database shows "like" marks registered on the Principal register, without claims of acquired distinctiveness. For example, the PTO granted registration to the following marks: (1) Registration No. **1815956** for athletic footwear of Adidas consisting of "stylized design" on the side of a sneaker; (2) Registration No. 2999646 for repetitive oval/rectangle designs on the side of footwear (flip flops), owned by ADIDAS; (3) Registration

No. 3020129 for repeating horizontal/ rectangular squares on the sides of sneakers (the mark consists of three parallel stripes applied to footwear, the stripes are positioned on the footwear upper in the area between the laces of the sole). The dotted outline of the footwear is not claimed as part of the mark and is intended only to show the position of the mark; (4) Registration No. 4085268 for an "abstract zigzag line" for footwear, owned by Reebok; and (5) Registration No. 4137741 for footwear consisting of "crackled lines displayed in whole or part on the goods" as well the marks in Registration No. 937,464 to Asics Corp; Registration No. 282,584 to Mizuno Kabushiki Kaisha; and Registration No. 3,018,302 to Walsh Sports Limited.

Further compelling evidence that the mark should be entitled to registration on the Principal register is the fact that the Trademark Office granted Registration of the design marks in Registration No. 4397472 for a design mark consisting of "stylized dollars signs" for footwear, owned by Sketchers U.S.A., and Registration No. 4112064 for a mark consisting of interlocking "h's" also for footwear, owned by The H Company IP. Like the Applicant's mark these registrations consist of, horizontal designs that continue to create a pattern, which, appear to be recognized by the PTO as trademarks of the respective registrants.

Copies of theses Registrations are attached herewith as Exhibit "B."

Just as with the examples above, Applicant's design mark is inherently distinctive as an identifier of source. Thus, Applicant submits that customers would recognize the design on footwear as an identifier of source. Accordingly, it requests that the Examining Attorney withdraw the refusal to register.

4. Repetitive Pattern

The Examining Attorney indicates that since the mark appears several times as a pattern, it does not convey a source indicator. The courts in Diamond Alkali Co. v. Dundee Cement Co. 343 F.2d 769 (C.C.P.A. 1965), and Vuitton et Fils S.A. v. J. Young Enterprises, Inc., 644 F.2d 769 (9th Cir. 1981) held that the repetition of a mark in and of itself does not make it ornamental. The body of case law relates to multiple repetitions of marks as ornamental features versus indicators of sources of origin focus on the main effect of a particular design or element will have on the buyer. McCarthy Section 7:32.

Moreover, it is well settled that there is no limitation on the percentage of a product's surface area which may be covered by a trademark. A trademark covering an entire surface may be registered as a mark. Vuitton et Fils, S.A. v. J. Young Enterprises, 210 U.S.P.Q. 351 (9th Cir. 1981) (upholding the validity of Louis Vuitton repeating design trademark on leather goods). The question is whether the proposed mark serves as an indicator of source.

As already shown above, given its uniqueness and its association with the applicant, the mark is not merely a repetitive pattern but rather a trademark of the Applicant.

C. Mark Should Be Entitled To Registration Based On Acquired Distinctiveness

In the alternative, if the Examiner deems the mark is not entitled to registration absent a

showing of acquired distinctiveness, then Applicant requests that the Examiner and the PTO approve the mark for registration based on its (a) substantial use in commerce; (b) similar marks which have been registered by the PTO and (c) substantial use based on extensive sales and advertising as demonstrated by the evidence set forth in the attached Declaration that more than 15,534 units were sold and \$54,302 was allocated to advertising expenditures. Exhibits, attached therewith.

Applicant has used its marks in commerce for at least five years and accordingly, the mark has acquired distinctiveness.

Moreover, the mark has acquired distinctiveness by virtue of its ownership of the mark in Reg. No. 4065527 for HAVAIANAS and design, wherein the design of the mark consists of "a pattern of interlocking, raised, Z shaped lines applied to the strap of a sandal, with the word HAVAIANAS displayed on the strap, an oval shape appearing in the middle of the foot bed of the sandal, and a pattern consisting of images of grains of rice applied to the foot bed of the sandal. The outline of the sandal and the outline of the strap are displayed in broken lines, and are not claimed as a feature of the mark." Applicant is also the owner of Reg. No. 4230335 for the mark HAVAIANAS and design for footwear, namely tennis shoes, sports shoes, shoes for practicing sports, boots, ankle boots, gymnastic shoes, bathing sandals, bathing thongs, sandals and social shoes, bathing sandals, bathing thongs, sandals and social shoes.

If the public recognized the design in this mark as the trademark of Applicant, it would also associate the same/similar mark herein as a mark that indicates the source of origin Applicant's goods. Thus, the long, consecutive use of the mark coupled with ownership of the same/similar mark for like goods suffices to show that the mark here has acquired distinctiveness.

Applicant has made a prima facie showing of acquired distinctiveness and the Examining Attorney's refusal on the grounds of no showing was erroneous. The factors used to determine whether a product's design has acquired distinctiveness include: (1) the length and exclusivity of the mark's use; (2) advertising expenditures; (3) sales success; and (4) unsolicited media coverage. See *Nautilus Group, Inc. v. Icon Health & Fitness*, 372 F.3rd 1330 (Fed. Cir. 2004); *Coach. Serv. v. Triumph Learning LLC*, 96 USPQ 1600 (TTAB 2010). There is no set amount of proof necessary to demonstrate acquired distinctiveness. *Black & Decker*, 81 USPQ2d 1844 (TTAB, 1982)

Here, Applicant's extensive sales in units exceeded 15,534, its unsolicited as well as placed advertising in magazines, such as *Travel and Leisure*; *Aventura*; *Elle*; *Footwear News*; *Women's Wear Daily*; *New York Magazine*; *Miami Herald* and digital publications such as *justjared.com*; *laconfidential.com*; *hellogiggles.com*; *dujour.com*. Applicant's products are also shown in social media such as Facebook; Twitter; Instagram; YouTube and Pinterest. The foregoing information is set forth in the attached Declaration of Applicant which shows that the mark has acquired distinctiveness.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Matter of Trademark Application

Applicant: Alpargatas S.A.

Serial No.: 77/705,566

Law Office: 104

Mark: Miscellaneous Design (Rice Pattern)

TM Atty: Chris Doninger

Filed: April 2, 2009

DECLARATION OF APPLICANT

I Márcio Junqueira Leite, being duly sworn, deposes and states:

1. I declare the following information from my personal knowledge and if called upon to do so, could competently testify to the facts submitted in this declaration.

2. I am the attorney-in-fact of Applicant, Alpargatas S.A., a corporation of Brazil, located at Avenida Doutor Cardoso de Melo, 1336, 14th Floor, Vila Olímpia, São Paulo, 04548-004, Brazil, and I have been the attorney of Applicant since August, 2002. Accordingly, I am authorized to make this declaration on behalf of Applicant in the above-identified trademark Application. I am fully familiar with its business affairs, including overseeing and developing the trademarks of the Applicant.

3. Applicant is the owner of all right, title and interest in and to the trademark that is the subject of U.S. Application Serial No. 77/705,566 in connection with socks, footwear, namely, tennis shoes, sports shoes, shoes for practicing sports, boots, gymnastic shoes, bathing sandals, bathing thongs and sandals (hereinafter "the goods").

4. I am submitting this Application in support of Applicant's Application Serial No. 77/705,566 for the design mark represented in the drawing attached herewith, consisting of a two dimensional pattern of vertical ovals forming horizontal and diagonal lines used on the surface of the foot bed of the goods.

5. The applied for mark has been in use in commerce since November, 1993 and has been in use in interstate commerce since that time.

6. The specific design identified in the mark is not being claimed or has not been claimed in a design or utility patent belonging to the Applicant.

7. Since its introduction in the market there has been substantial distribution of the goods under the trademark that is the subject of this Application. For example, since its introduction into the market Applicant has sold approximately 15.534 pieces of footwear with the referenced design. Moreover, since 2005, distribution of the goods with the trademark has been as follows:

<u>Year</u>	<u>Units Distributed</u>
2005	1.509
2006	2.482
2007	771
2008	2.414
2009	1.987
2010	2.027
2012	1.792
2013.	2.552

8. Accordingly, since 2005, aggregate sales in the United States of the mark for the goods have exceeded 15.534.

9. Advertising expenditures will exceed \$ 54.302 by the end of 2013, indicating that the mark is exceedingly well known and that the mark has already achieved the status of a source indicator.

10. Applicant's advertisements for the goods embodying the applied for configuration have appeared in and been featured in national publications, on the internet and in other media outlets. Many of these advertisements prominently depict the configuration of the trademark that is being sought to be registered, herein. Some of the advertising, include:

- Ha_Tradeshow, Gift Card Holder Exterior, and Havaianas Press Recap Nov,
- Copies of the articles/advertisements are attached herewith as Exhibit "1, 2, and 3"

11. Most of the media attention has been unsolicited by Applicant demonstrating that mark has achieved a high reputation from independent sources. Also, the stories written about the goods show the notoriety of the mark and demonstrate that the public associates it with Applicant and as a source of origin of its goods.

12. In my experience and based on the mentioned widespread sales, consumers have become familiar with the trademark designating Applicant. Further considering Applicant's sales and marketing of MISCELLANEOUS DESIGN (RICE PATTERN) and given the widespread unsolicited media attention, I believe the mark has acquired distinctiveness.

13. The trademark is a valuable asset of the Applicant and based on the substantial recognition which the mark has already achieved, as well as the significant advertising expended on the mark, I believe the mark is entitled to registration on the Principal Register.

14. I hereby declare all statements made herein are believed to be true and correct.



Name: Márcio Junqueira Leite
Title: Attorney-in-fact

Dated: New York, New York
December 6, 2013

ricepattern decl

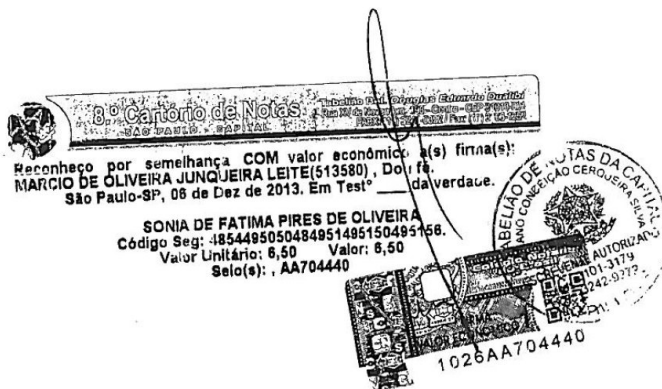


EXHIBIT 1



havaianas®

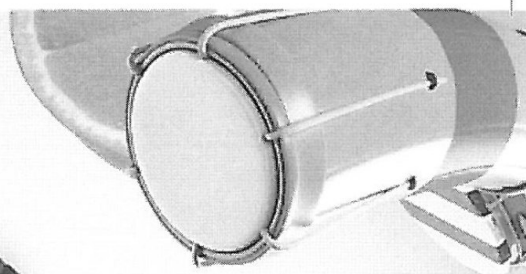
instant joy

Thanks for visiting us at PROJECT 2013

Enjoy a pair on us!

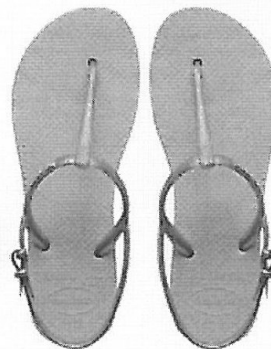
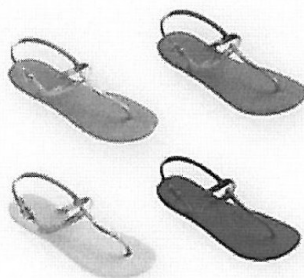


Power



Size Chart

Brazil	American	
	Men's	Women's
32 - 36	4/5	5/6
37 - 38	6	7/8
39 - 40	7/8	9/10
41 - 42	9	11/12
43 - 44	10/11	
45 - 46	12/13	



Freedom

*Colors may vary due to availability

ENJOY A PAIR ON US!

Pick a style from above and complete the below

1 Name: _____

2 Shipping Address: _____

3 Style: **Freedom** **Power**
(circle one) (women's) (men's)

4 Size: _____

5 Drop in any mailbox or email the above information to tradeshow@alpargatasusa.com

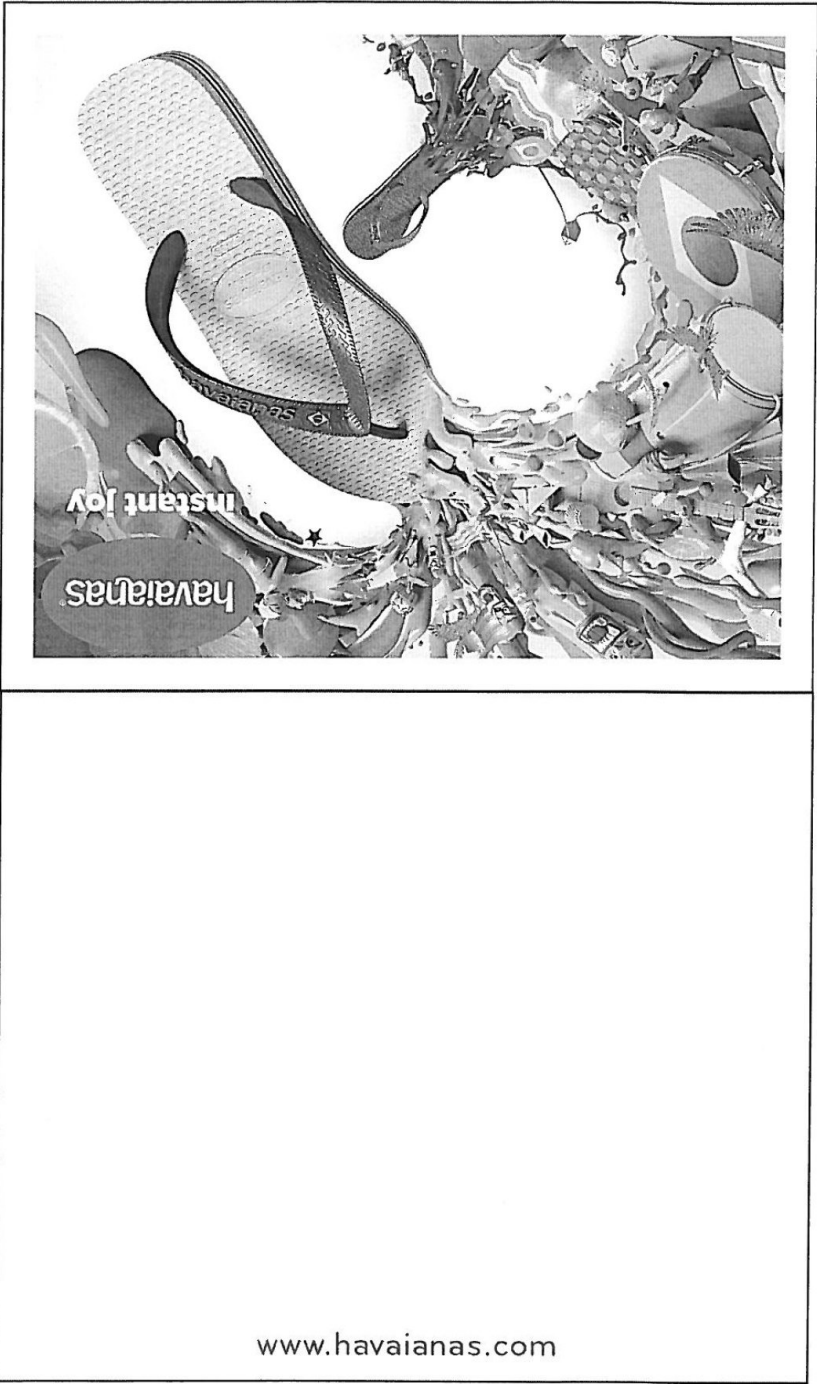
6 Await the arrival of your Havaianas!

*Offer valid until September 30th, 2013
Please allow up to 4 weeks for delivery*



havaianas

EXHIBIT 2



Exterior

4.9375 x 4.1875

EXHIBIT 3

havaianas®

PR Recap Oct/ Nov 2013



havaianas

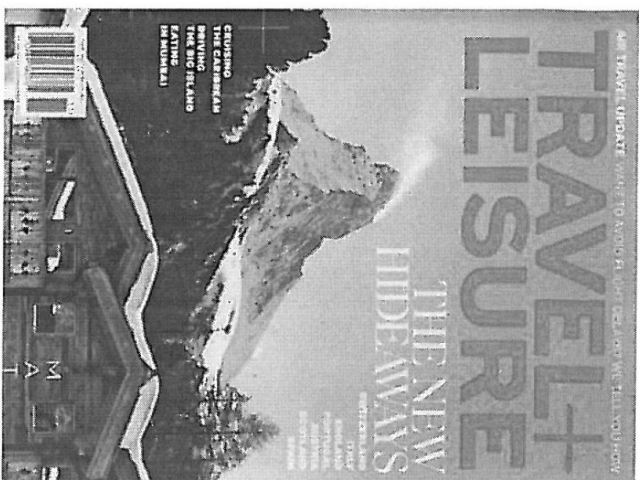
PR RECAP

- Placements
 - Print
 - Print + Digital
 - Digital
- Social Media Overview
- As Seen On
- Events
 - EB Benefit
- Long Lead Editor's Event

#instantjoy

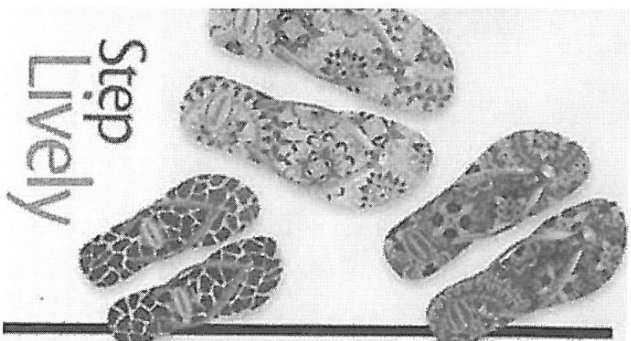
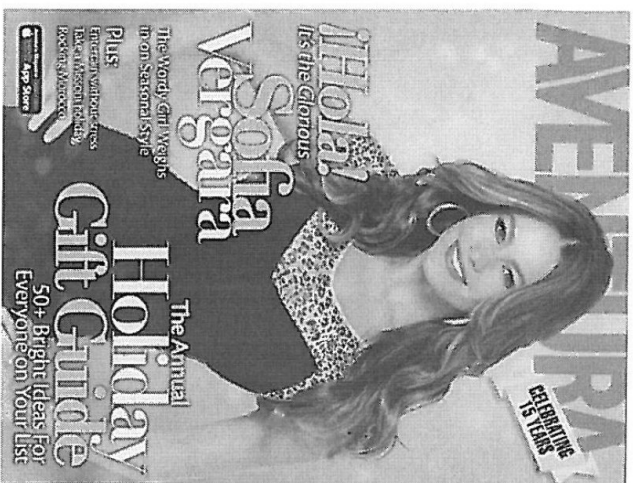
havaianas

Outlet: Travel + Leisure
Featured: Slim Sunny
Date: November 2013
Impressions: 2,881,215



PLACEMENTS

PRINT - AVENTURA



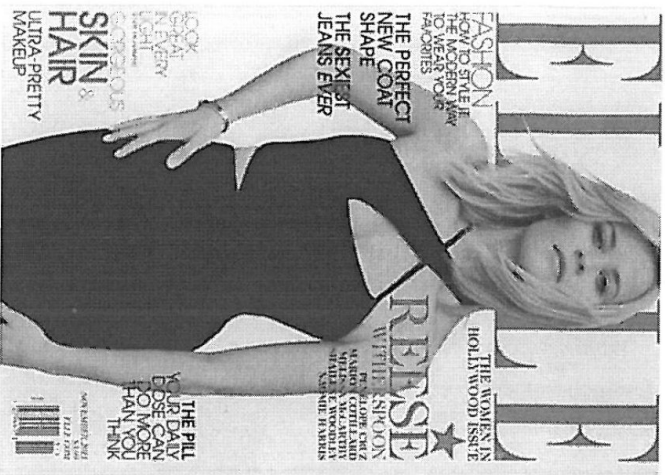
HAVAIANAS OPENS AT LAST IN MIAMI BEACH ON LINCOLN ROAD.

The world's most stylish flip-flop is bringing Brazilian chic to Miami. The first Havaianas store in Florida is finally opening this month on Lincoln Road and will be carrying the super comfy footwear for ladies, men and kids. "Make Your Own Havaianas"—which were once only offered at special events—will be a staple here, offering shoppers the chance to customize their own flip-flops, with more than 20 options of color combos and pin, or embellishment, styles. The 750-square-foot store is located at 531 Lincoln Road. The Brazilian brand picked Lincoln Road in Miami Beach for its latest store with good reason. "The excitement and vibrancy that Miami is known for is perfectly aligned with everything that Havaianas stands for," says Havaianas president Marcio Moura. "We could not be more excited to really be a part of such a stimulating culture, and invite all Floridians to experience Havaianas instant joy." Who wouldn't want that?

Outlet: Aventura
Featured: Slim Thematic, Slim Animal Fluo
Date: November 2013
Impressions: 90,000

PLACEMENTS

PRINT - ELLE

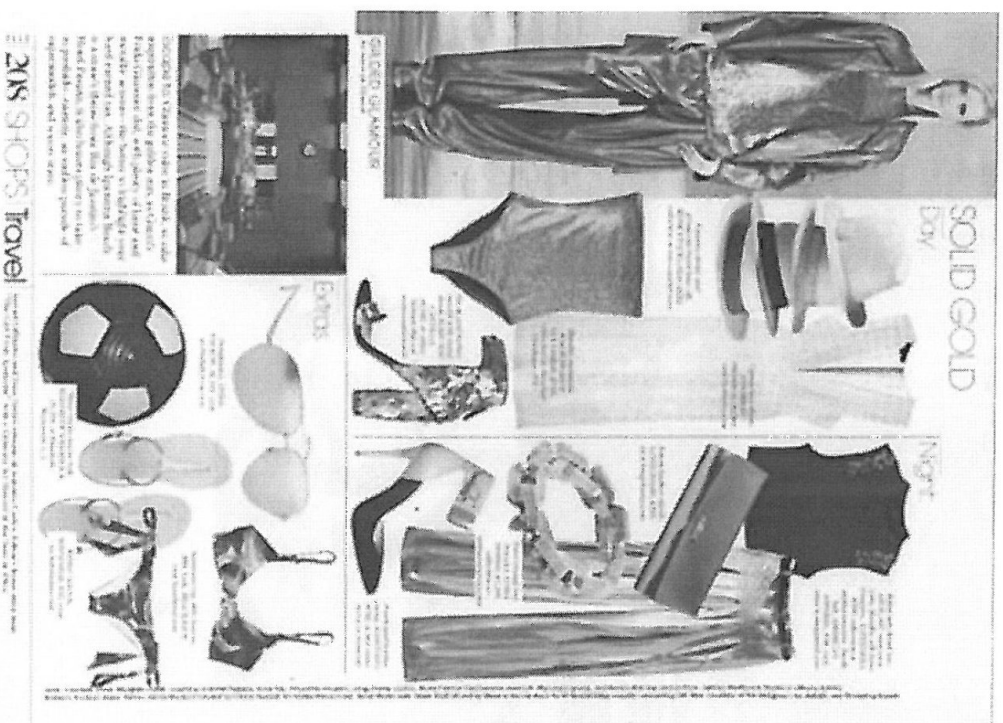


Outlet: Elle

Featured: Freedom

Date: November 2013

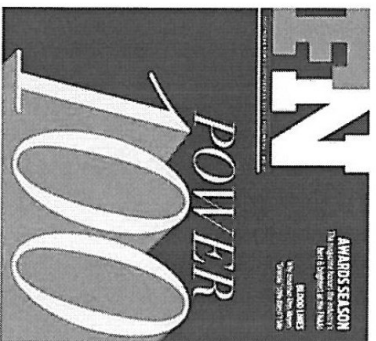
Impressions: 3,364,587



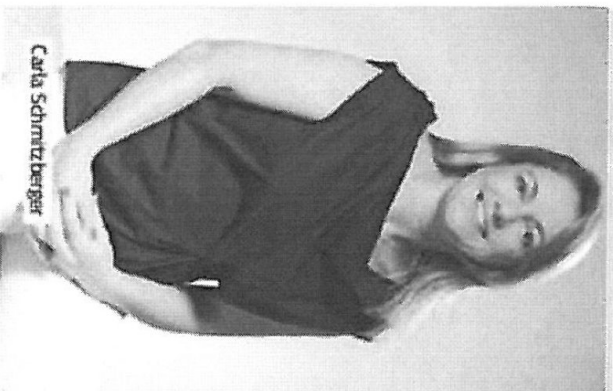
havaianas

PLACEMENTS

PRINT + DIGITAL - FOOTWEAR NEWS



Marcio Moura



Carla Schmitzberger

80

Marcio Moura,
President: Alpargatas USA Inc.; Global President, Sandals; Alpargatas SA

The executives are serious about growing the firm's Havaianas brand in the U.S. After hosting a pop-up shop in New York's Meatpacking District this summer, they will now stores in Miami and Topanga, Calif. in the coming months. To keep up with demand, a new Brazil factory opened this year that will increase production capacity by 50 percent. Havaianas also plans to dive into new categories, such as apparel and swimwear.

Power Player: Carlos Zepeda, VT, marketing

Outlet: Footwear News

Featured: Havaianas Execs Power 100 List

Date: November 2013

Print Impressions : 52,383

Online Impressions: 83,792

IMAGING: PHOTOCITY IMAGES; ALL OTHER IMAGES COURTESY OF COMPANIES

havaianas

PLACEMENTS

PRINT + DIGITAL - WWD



Havaianas Lands in Miami

HAVAIANAS IS CASHING in on that year-round Miami heat. After launching a series of pop-up shops throughout the country since 2011, the São Paulo-based footwear brand will open a retail store in the heart of South Beach this month.

The brand's second permanent outpost in the U.S., after its flagship in Huntington Beach, Calif., will offer the largest assortment of Havaianas in Florida for women, men and kids.

Maria Moura, president of Havaianas' American operations since October 2012, said the brand's second permanent store will make a lot of brand lovers very happy, and in locations that are Miami, just can't wait. Havaianas will celebrate the brand's arrival with a series of pop-up shops in the city.

The brand's second permanent store will offer the largest assortment of Havaianas in Florida for women, men and kids.

Maria Moura, president of Havaianas' American operations since October 2012, said the brand's second permanent store will make a lot of brand lovers very happy, and in locations that are Miami, just can't wait. Havaianas will celebrate the brand's arrival with a series of pop-up shops in the city.

Outlet: Women's Wear Daily
Featured: Slim Season, Brasil Logo
Date: October 28th, 2013
Online impressions: 83,792
Date: November 4th, 2013
Print impressions: 172,824

Havaianas Opening Store in Miami

By JUSTIN GARCIA

LEAD 37 words 1 COMMENT 4 A.A. PRINT 1



Havaianas is cashing in on that year-round Miami heat.

After launching a series of pop-up shops throughout the country since 2011, the São Paulo-based footwear brand will open a retail location in the heart of South Beach this month at 831 Lincoln Road. The 750-square-foot store — the brand's second permanent outpost in the U.S., after its flagship in Huntington Beach, Calif. — will offer the largest assortment of

Havaianas in Florida for women, men and kids.

Maria Moura, president of Havaianas' American operations since October 2012, cited Lincoln Road as an ideal spot for the brand's second brick-and-mortar store as the shopping and dining hub is frequented by locals as well as tourists.

"Miami embodies our brand spirit — fun-loving, vibrant and full of life," said Moura. "It is already one of our key markets in the U.S. and opening a permanent store will make a lot of brand lovers very happy...not to mention that in Miami, you can wear Havaianas all year-round."

The Miami shop will feature two interactive stations. The popular "Make Your Own Havaianas" station allows shoppers to customize their flip-flops with more than 20 options of color combinations and pin styles, while the "Embellish Your Own Havaianas" station allows shoppers to purchase a regular pair and decorate them on the spot. (Celebs like Angelina Jolie, Brad Pitt, Nicole Richie, Natalie Portman and Ke\$ha have all taken part in the activities at past VIP events.)

Next up for the brand is a permanent location at the Westfield Topanga Mall in Los Angeles, slated to open before the end of the year, and Moura said a New York location is possible next year. A pop-up shop in Manhattan's Meatpacking District last summer — preparation for the brand's eventual expansion — was a success from both a "sales and consumer-response standpoint," Moura said.

havaianas

PLACEMENTS

PRINT + DIGITAL – NY MAGAZINE



MY ALPACAS! While you can get them anywhere in the world, really every person in Brazil has a pair of *Havaianas* flip-flops. This flagship store (Rua Oscar Freire 1116; 3079-3415), designed by star architect Isay Weinfield, is massive, with street-market-style stalls and a wall lined with rainbows of rubber sandals (from \$6).*

Outlet: New York Magazine
Featured: Concept Store
Date: November 2013
Print impressions: 1,215,447
Online impressions: 1,395,295

New York

The Urbanist's São Paulo: What to Do



From left, Oslen, Havaiana, and Agua de Coco.
 (Photo: Courtesy of the vendors)

An iPhone May Be \$1,000 ...

And a Gucci purse will likely cost you an arm and a leg. But if you stick to the homegrown boutiques, São Paulo actually has a fair share of reasonably priced finds. Here, fashion blogger Amanda Morimo on your best bets in and around Rua Oscar Freire, the tree-lined luxury commercial strip that's São Paulo's answer to West Broadway.

For the Beach

"If you go to Brazil, then you must have a Brazilian bikini—smaller than American ones, especially on the bottom. Once you buy one, you'll become a fanatic. Find tiny, bitty ones at *Água de Coco* (Rua Oscar Freire 1181; 3061-3367), where the bikinis (from \$60) come in these gorgeous tropical prints."

"While you can get them anywhere in the world, really every person in Brazil has a pair of *Havaianas* flip-flops. This flagship store (Rua Oscar Freire 1116; 3079-3415), designed by star architect Isay Weinfield, is massive, with street-market-style stalls and a wall lined with rainbows of rubber sandals (from \$6)."

havaianas

PLACEMENTS

PRINT + DIGITAL – MIAMI HERALD



The calendar

SHOP

10 a.m.

Havaianas opens its first stand-alone location in South Florida with a large assortment of fashionable flip-flops perfect for our tropical climate. Customers can design and embellish their own pair to their liking and try out new designs like the Havaianas Closed Toe Sole collection. 831 Lincoln Rd., Miami Beach.

SHOP

10 A.M.

Havaianas opens its first stand-alone location in South Florida with a large assortment of fashionable flip-flops perfect for our tropical climate. Customers can design and embellish their own pair to their liking and try out new designs like the Havaianas Closed Toe Sole collection. 831 Lincoln Rd., Miami Beach.

Outlet: MiamiHerald.com

Featured: Miami Store

Date: November 20th, 2013

Online impressions: 1,186,691

Print impressions: 294,260

havaianas

DIGITAL
JUSTJARED.COM

JUST JARED

Reese Witherspoon & Jim Toth: Labor Day Grocery Shopping!



Reese Witherspoon



Reese Witherspoon and her husband Jim Toth seem like they are prepping for a big Labor Day bash while going shopping together on Sunday (September 1) in Ojai, Calif.

The 37-year-old actress and Jim were seen picking up some groceries at Trader Joe's before going to a liquor store to pick up some alcohol.

PHOTOS: Check out the latest pics of Reese Witherspoon

Earlier in the weekend, Reese was seen looking chic in a red dress while heading to a business meeting at a local Le Pain Quotidien restaurant.

FYI: Reese is wearing *Havaianas* flip flops.

Source: justjared.com

Featured: Slim Crystal Glamour

Date: September 2013

Impressions: 1,241,145

havaianas

DIGITAL

LACONFIDENTIAL.COM

LOS ANGELES
CONFIDENTIAL

EVENTS / ROCK FOR EPIDERMOLYSIS BULLOSA BENEFIT



Rachel Zoe

Pearl Jam frontman Eddie Vedder and comedian Zach Galifianakis hosted Rock for Epidermolysis Bullosa Benefit on September 15, 2013. The event, which took place at a private residence in Malibu and was hosted by *Havaianas*, featured a musical performance by Eddie Vedder, who was later joined on stage by celebrity guests like Adam Sandler and Tim Robbins. *Georgetown Cupcakes* provided their catering services while *Havaianas* provided flip-flops for guests.

Source: LA-Confidential.com
Featured: Havaianas
Date: Oct 14th, 2013
Impressions: 127,800

havaianas

DIGITAL

TWITTER – KALEY CUOCO



Kaley Cuoco

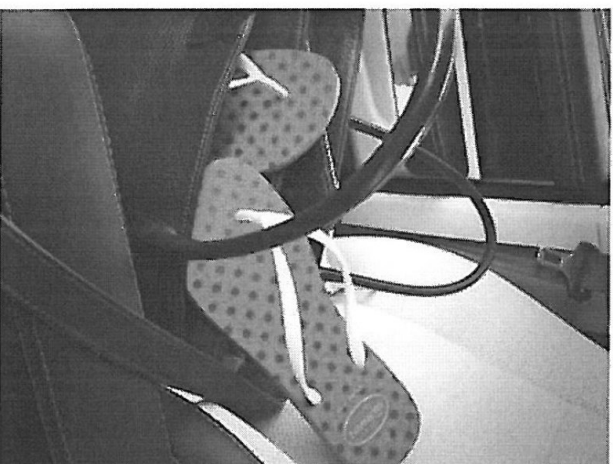
@KaleyCuoco

1

Follow

Thank u @havaianas for my kick ass sandals ... I always carry a back up in my purse! pic.twitter.com/fKjZ3ALl8

Reply Retweet Favorite More



havaianas

DIGITAL

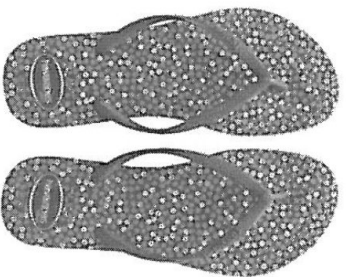
HELLOGIGGLES.COM

HELLOGIGGLES

How To Successfully Rock Some Fall Florals Under \$50

Sure October brings us a lot of fun fashion goodies (hello snugly sweaters and scarves) but just because the chilly autumn air is starting to kick in, doesn't mean you have to sacrifice your love some good ol' florals. Now, I get it kittens, florals are usually synonymous with the lovely weather of springtime, but now with the 90s throwback fashion moment in full swing, we're seeing a lot of flower power pieces on the trend forecast. How to rock these trends and not break the bank you ask? Check out our ten flowery fall-approved (and super affordable) picks

10 Havaianas Slim Sunny Violet Flipflops (\$26, havaianas.com)



Source: HelloGiggles.com

Featured: Slim Sunny

Date: Oct 23rd, 2013

Impressions: 437,428

Weather can really be truly unpredictable these days, so it's always best to have some good (and floral) flip flops lying around

havaianas

DIGITAL
JUSTJARED.COM

JUST JARED

Joshua Jackson: Shirtless Before Day Out with Diane Kruger!

Joshua Jackson shows off his shirtless body while hanging out on the balcony of his hotel room on Thursday (October 31) in Rio de Janeiro, Brazil.

The 35-year-old actor was spotted hanging out on the terrace with his longtime love Diane Kruger. Later in the day, Josh put on some clothes and headed out with Diane and a small group for an afternoon out.

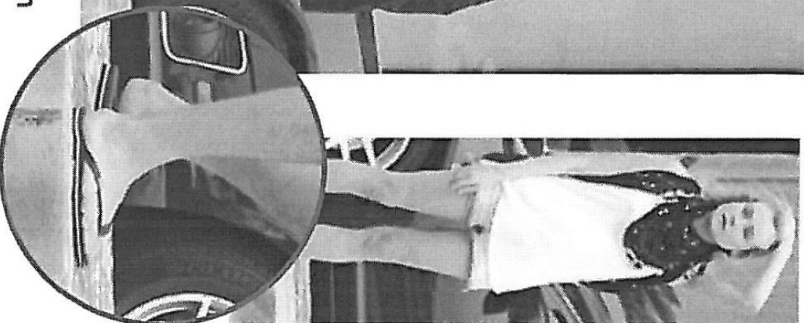
PHOTOS: Check out the latest pics of Joshua Jackson

Earlier in the week, Josh and Diane stepped out in style for the opening ceremony of *Chanel's Little Black Jacket* exhibition.

FYI: Joshua is wearing *Havaianas*.



Joshua Jackson



Source: JustJared.com
Featured: Brasil Logo
Date: Oct 31st, 2013
Impressions: 1,048,824

havaianas

DIGITAL
DUJOUR.COM

DYJOUR

Source: Dujour.com
Featured: Havaianas + Vilebrequin
Date: Nov 4th, 2013
Impressions: 750,000

RESORT REQUIREMENTS

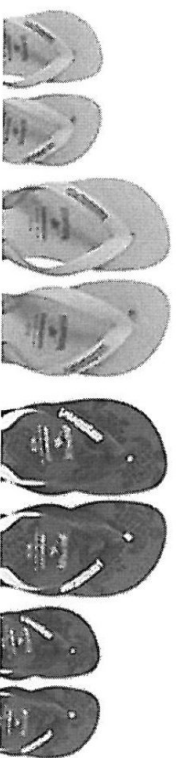
Vilebrequin, the French house for all your out-of-office style needs, steps up to a playful new partnership

JULI MOSOFF

It takes 52 steps to create a Vilebrequin swimsuit, a process perfected since the Saint-Tropez swimwear brand launched in 1971. The finished result is a resort-perfect piece, reflecting that relaxed, devil-may-care attitude of a man out of office and by the water. But we respectfully suggest an essential 53rd step: the footwear. Vilebrequin's met its match in Brazilian flip-flop maker Havaianas and teamed up for a partnership just in time for holiday jet setting.

Naturally, "the brands are very complementary," as Brian Lange, President in the Americas of Vilebrequin, points out. The new sandals epitomize the effortless, carefree aesthetic both brands stand for with Vilebrequin's bright colors and, of course, their swimming turtle mascot.

Here, Lange tells us more about their latest sandal options and offers a sneak peek into their plans for an outerwear collection.



havaianas

DIGITAL
WHERETRAVELER.COM

where[®] Havaianas Debuting a New Location

Havaianas, the world's most stylish and comfortable flip-flop, is bringing Brazilian chic to the white sandy beaches of Florida with the opening of their first-ever location in Miami.

Located at 831 Lincoln Road, the Havaianas store is situated right in the heart of South Beach. The sleek 750 square foot store offers the largest assortment of Havaianas in Florida for women, men and kids. In addition, the shop will also feature "Make Your Own Havaianas," allowing customers to express their own originality and style. "Make Your Own Havaianas" will offer Miami residents and visitors the opportunity to customize their own Havaianas flip flops with over 20 options of color combinations and pins styles. Guests will also be able to "Embellish Your Own Havaianas," where they can purchase any sandals in the shop and decorate them with a pin as an additional adornment.

Once available only at VIP functions and for celebrities, "Make Your Own Havaianas" will offer guests the opportunity to customize their own flip-flops just like some of their famous celebrity idols, including Angelina Jolie, Brad Pitt, Ivanka Trump, Nicole Richie, Natalie Portman, Kourtney Kardashian, Maria Menounos, Ke\$ha, and more.

The sexy Latina beaches of Miami were the ideal location for the Brazilian brand's latest store, opening on November 20th of 2013, which will be the first of the brand's venture into the own retail space, with plans to open shops in New York and Los Angeles in the near horizon. "The excitement and vivaciousness that Miami is known for is perfectly aligned with everything that Havaianas stands for," says Marco Moura, President of Havaianas USA. "We could not be more excited to really be a part of such a stimulating culture, and invite all Floridians to experience Havaianas instant joy"

The shop will feature exclusive flip flops, special pin styles, Havaianas Closed Toe Sole Collection and will serve as the ultimate destinations for Havaianas fans.






Store Hours:

Monday-Thursday 10:00AM- 10:00PM
Friday-Saturday 10:00AM- 11:00PM
Sunday 12:00PM- 8:00PM

Source: WhereTraveler.com
Featured: Miami Store
Date: Nov 26th, 2013
Impressions: 12,000

havaianas

SOCIAL MEDIA OVERVIEW

	Facebook US Fans (+72%) Fans total on 3/1/13: 70,100	120,858
	Twitter Followers (+10%) Follower total on 3/1/13: 16,300	18,060
	Instagram (+133%) Views total on 3/1/13: 4,791	11,172
	YouTube (+12%) Views total on 3/1/13: 448,823	642,792
	Pinterest (+29%) Follower total on 3/1/13: 1,585	2,042

**Growth rate compared to 3/1/13*

AS SEEN ON...



Kaley Cuoco
Slim Fresh



Kim Kardashian
Slim



Gwyneth Paltrow
Brasil Logo

havaianas

AS SEEN ON...



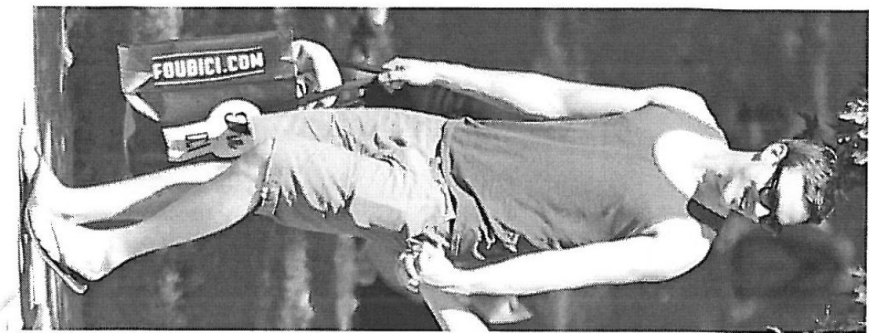
Maddox Jolie- Pitt
Brasil Logo



Bradley Cooper
Brasil Logo

havaianas

AS SEEN ON...



Nicholas Hoult
Brasil Logo



Channing Tatum
Brasil



Kate Upton
Brasil Logo

havaianas

AS SEEN ON...



Jessica Alba
Slim



Madonna's son David
Brasil



Halle Berry's daughter Nahla
Top Mix

havaianas

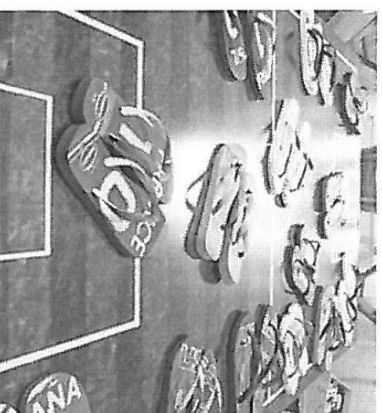
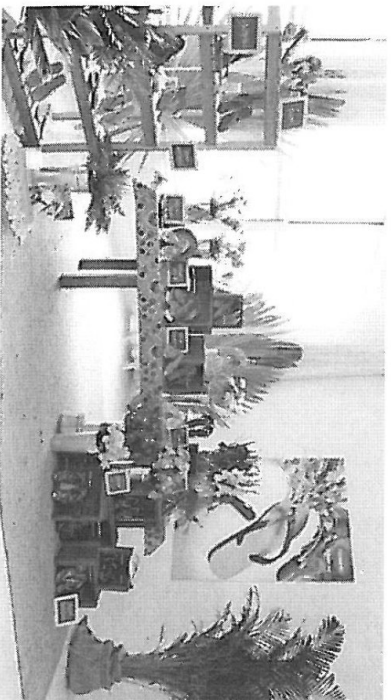
EVENTS

- **Rock for EB**

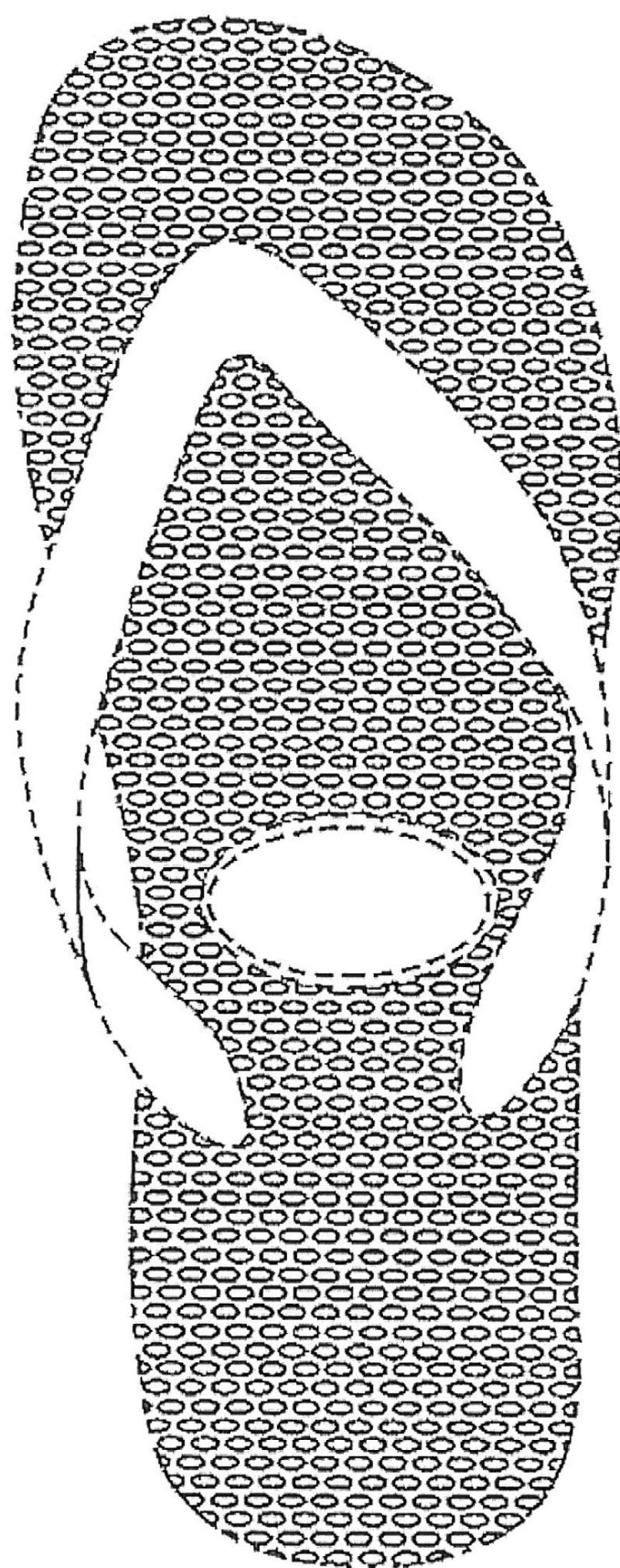
On September 15th, Havaianas teamed up with celebrity charity EBMRF to raise money for Epidermolysis Bullosa Medical Research Foundation. The event took place on a private residence in Malibu, where Havaianas provided custom blankets for the guests to lounge on the backyard where the auction occurred. Celebrities like Kaley Cuoco, Courteney Cox, Jennifer Aniston, Zoe Saldana, Natalie Portman and more attended the event and received Havaianas as gifts.

- **Long Lead Editor's Event**

On November 12th, Havaianas presented Brazil inspired 2014 collection to long lead editors. We brought to life the Brazilian spirit through several vignettes designed with an explosion of colors and styles. Books in attendance: Marie Claire, Lucky, Vogue, Nylon, GQ, Shape, Teen Vogue, Seventeen, InStyle, Glamour, Latina, Fit Pregnancy, Family Circle, Cosmopolitan, People StyleWatch, Travel and Leisure, Time, Shape.



havaianas











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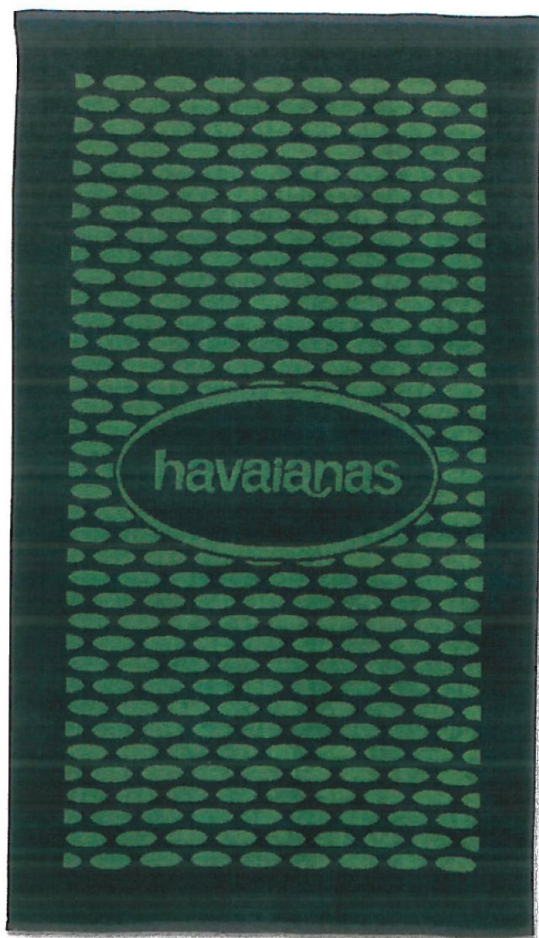
Junho / 2011

**TOALHA HAVAIANAS VELUDO BICOLOR M/BICOLOR VELVET
TOWEL M/TOALLA TERCIOPELO BICOLOR M**

Export: 4122935

Coleção 2011_2012/2012 Collection

Ref.: 2709
marinho/limão
navy blue/lemon
marino/limão



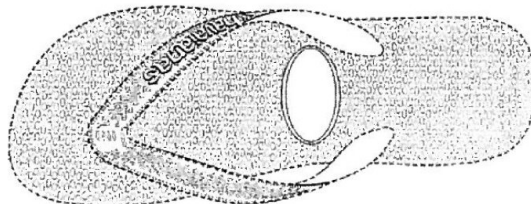
Ref.: 0228
cinza/laranja
grey/orange
gris/naranja

Tamanho/Size/Tamaño
0,80 m x 1,40 m

havaianas®

United States of America

United States Patent and Trademark Office



Reg. No. 4,065,527
Registered Dec. 6, 2011
Int. Cl.: 25

TRADEMARK
PRINCIPAL REGISTER

SAO PAULO ALPARGATAS S.A. (BRAZIL CORPORATION)
RUA FUNCHAL, 160, VILA OLIMPIA
SAO PAULO, SP, BRAZIL 04551-903

FOR: FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 4-30-1997; IN COMMERCE 4-30-1997.

OWNER OF U.S. REG. NOS. 1,858,280, 1,906,924, AND 3,069,819.

THE MARK CONSISTS OF A PATTERN OF INTERLOCKING, RAISED, "Z"-SHAPED LINES APPLIED TO THE STRAP OF A SANDAL, WITH THE WORD "HAVAIANAS" DISPLAYED ON THE STRAP, AN OVAL SHAPE APPEARING IN THE MIDDLE OF THE FOOT BED OF THE SANDAL, AND A PATTERN CONSISTING OF IMAGES OF GRAINS OF RICE APPLIED TO THE FOOT BED OF THE SANDAL. THE OUTLINE OF THE SANDAL AND THE OUTLINE OF THE STRAP ARE DISPLAYED IN BROKEN LINES, AND ARE NOT CLAIMED AS A FEATURE OF THE MARK.

THE ENGLISH TRANSLATION OF THE WORD "HAVAIANAS" IN THE MARK IS PORTUGUESE FOR HAWAIIAN.

SEC. 2(F).

SER. NO. 85-069,054, FILED 6-22-2010.

C. DIONNE CLYBURN, EXAMINING ATTORNEY



David J. Kybas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 4,230,335

Registered Oct. 23, 2012

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

SAO PAULO ALPARGATAS S.A. (BRAZIL CORPORATION)
RUA FUNCHAL 160, VILA OLIMPIA
SAO PAULO, BRAZIL 04551903

FOR: FOOTWEAR, NAMELY, TENNIS SHOES, SPORTS SHOES, SHOES FOR PRACTICING SPORTS, SOCCER SHOES, BOOTS FOR PRACTICING SPORTS, BOOTS, ANKLE BOOTS, GYMNASTICS SHOES, BATHING SANDALS, BATHING THONGS, SANDALS AND SOCIAL SHOES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 11-0-1993; IN COMMERCE 11-0-1993.

OWNER OF U.S. REG. NOS. 1,858,280, 1,906,924, AND 3,069,819.

SEC. 2(F) AS TO "HAVAIANAS".

THE MARK CONSISTS OF THE WORDING "HAVAIANAS" WITHIN AN OVAL CIRCLE AND ZIG ZAG BACKGROUND THAT IS COMPRISED OF A PATTERN OF SMALL OVALS.

THE ENGLISH TRANSLATION OF THE TERM "HAVAIANAS" IS "HAWAIIAN".

SN 77-858,021, FILED 10-27-2009.

LAURIE MAYES, EXAMINING ATTORNEY



David J. Kybas

Director of the United States Patent and Trademark Office

Int. Cl.: 25

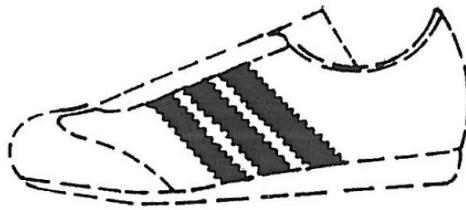
Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,815,956

Registered Jan. 11, 1994

**TRADEMARK
PRINCIPAL REGISTER**



ADIDAS AG (FED REP GERMANY JOINT
STOCK COMPANY)
D-8522 HERZOGENAURACH, FED REP GER-
MANY

FOR: ATHLETIC FOOTWEAR, IN CLASS 25
(U.S. CL. 39).

FIRST USE 0-0-1952; IN COMMERCE
0-0-1952.
SEC. 2(F).

SER. NO. 74-255,912, FILED 3-16-1992.

MIDGE BUTLER, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,999,646

Registered Sep. 27, 2005

TRADEMARK
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY
JOINT STOCK COMPANY)
ADI-DASSLER STRASSE 1-2
D-91074 HERZOGENAUACH, FED REP GERMA-
NY

OWNER OF U.S. REG. NOS. 870,136, 2,284,308 AND
OTHERS.

SEC. 2(F).

FOR: FOOTWEAR, NAMELY, SLIDES, IN CLASS
25 (U.S. CLS. 22 AND 39).

SER. NO. 76-535,367, FILED 7-28-2003.

FIRST USE 0-0-1972; IN COMMERCE 0-0-1972.

KIM SAITO, EXAMINING ATTORNEY

Int. Cl.: 42

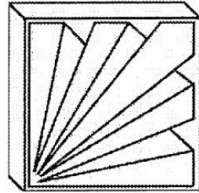
Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 3,020,129

Registered Nov. 29, 2005

SERVICE MARK
PRINCIPAL REGISTER



Johnston
McLamb

JOHNSTON MCLAMB (VIRGINIA CORPORATION)
14420 ALBEMARLE POINT PL. SUITE 200
CHANTILLY, VA 20151

FOR: COMPUTER SOFTWARE DEVELOPMENT,
IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 1-2-1996; IN COMMERCE 1-2-1996.

THE MARK CONSISTS OF A THREE DIMENSIONAL BOX WITH THREE DIMENSIONAL FANS BEGINNING AT THE LOWER LEFT CORNER EXPANDING TO THE UPPER RIGHT CORNER.

SER. NO. 78-433,791, FILED 6-11-2004.

RUSS HERMAN, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office



Reg. No. 4,085,268

Registered Jan. 10, 2012

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

REEBOK INTERNATIONAL LTD. (MASSACHUSETTS CORPORATION)
1895 J.W. FOSTER BOULEVARD
CANTON, MA 02021

FOR: APPAREL, NAMELY, SHIRTS, TOPS, JACKETS, JERSEYS, VESTS, PANTS, SHORTS, SKIRTS, DRESSES, WARM-UP SUITS, TIGHTS, UNDERWEAR, BRAS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 10-15-2010; IN COMMERCE 10-15-2010.

THE MARK CONSISTS OF AN ABSTRACT ZIGZAG LINE

SN 85-975,337, FILED 6-8-2010.

CARYN GLASSER, EXAMINING ATTORNEY

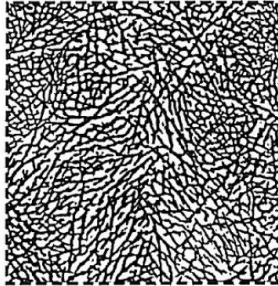


David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 4,137,741
Registered May 8, 2012
Int. Cls.: 18 and 25

NIKE, INC. (OREGON CORPORATION)
ONE BOWERMAN DRIVE
BEAVERTON, OR 97005

FOR: WALLET, BACKPACKS, DRAWSTRING POUCHES, DUFFLE BAGS, IN CLASS 18
(U.S. CLS. 1, 2, 3, 22 AND 41).

TRADEMARK

FIRST USE 5-0-2006; IN COMMERCE 5-0-2006.

PRINCIPAL REGISTER

FOR: FOOTWEAR, HEADWEAR, HEADBANDS, SOCKS, T-SHIRTS, SHIRTS, TANK TOPS,
POLO SHIRTS, CARDIGANS, PANTS, SHORTS, JEANS, JACKETS, COATS, WIND RESIST-
ANT JACKETS, JERSEYS, BLAZERS, TRACK JACKETS, BELTS, GLOVES, SWEAT PANTS,
SWEAT SHIRTS, SCARVES, FLEECE TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1989; IN COMMERCE 0-0-1989.

THE MARK CONSISTS OF A CRACKLED LINE DESIGN DISPLAYED IN WHOLE OR PART
ON THE GOODS. THE BROKEN LINES IN THE DRAWING SIGNIFY THAT THE MARK IS
NOT LIMITED TO POSITION OR PLACEMENT.

SEC. 2(F).

SER. NO. 85-269,004, FILED 3-16-2011.

ZHALEH DELANEY, EXAMINING ATTORNEY



David J. Kyros

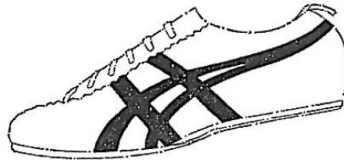
Director of the United States Patent and Trademark Office

United States Patent Office

937,464
Registered July 11, 1972

PRINCIPAL REGISTER Trademark

Ser. No. 337,826, filed Sept. 12, 1969



Onitsuka Co., Ltd. (Japanese joint-stock company)
No. 3, 3-chome 1-ban, Terada-cho
Suma-ku, Kobe, Hyogo Prefecture, Japan

For: TRACK AND FIELD SHOES, MARATHON SHOES, GOLF SHOES, ALPINE SHOES, GYMNASI-
C SHOES, WEIGHTLIFTING SHOES, SOCCER SHOES,
RUGBY SHOES, SOFTBALL SHOES, BOXING AND
WRESTLING SHOES, RUNNING AND SPIKED

SHOES, SKI AND BOWLING SHOES, in CLASS 22
(INT. CL. 25).

For: VOLLEYBALL SHOES, BADMINTON SHOES,
HANDBALL SHOES, BASKETBALL SHOES, TABLE
TENNIS SHOES, OUTDOOR TENNIS SHOES, DANC-
ING SHOES, BALLET TOE SHOES, AND SLIPPERS,
in CLASS 39 (INT. CL. 25).

First use in or before October 1966; in commerce in
or before October 1966.

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,018,302

Registered Nov. 22, 2005

TRADEMARK
PRINCIPAL REGISTER



WALSH SPORTS LIMITED (UNITED KINGDOM
CORPORATION)
PARK HILL STREET
BOLTON, LANCASHIRE. UNITED KINGDOM BL1
4AR

FOR: ARTICLES OF FOOTWEAR, NAMELY,
ATHLETIC FOOTWEAR AND FOOTWEAR, IN
CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1980; IN COMMERCE 9-0-2001.

THE MARK CONSISTS OF A DESIGN OF A
FLASH ON THE EXTERNAL SURFACE OF BOTH

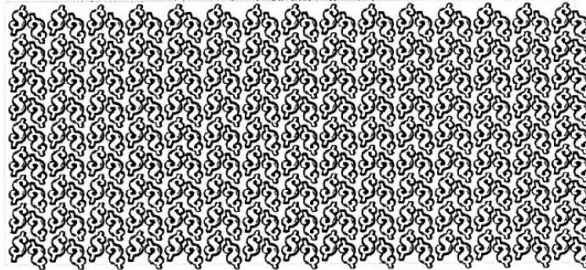
THE OUTSIDE AND INSIDE OF THE MAIN BODY
OF THE UPPER AREA OF THE SHOE FROM THE
EDGE OF THE EYELET FACING DOWN TO THE
SOLE EDGE IN ONE INSTANCE AND UP TO THE
ANGLE TOP IN THE OTHER INSTANCE. THE
MATTER SHOWN BY BROKEN LINES IS NOT A
PART OF THE MARK, AND ONLY SERVES TO
SHOW THE POSITION OF THE MARK.

SN 76-546,667, FILED 9-24-2003.

SAMUEL E. SHARPER JR., EXAMINING ATTOR-
NEY

United States of America

United States Patent and Trademark Office



Reg. No. 4,397,472

Registered Sep. 3, 2013

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

SKECHERS U.S.A., INC. II (DELAWARE CORPORATION)
228 MANHATTAN BEACH BLVD.
MANHATTAN BEACH, CA 90266

FOR: FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 10-30-2012; IN COMMERCE 10-30-2012.

THE MARK CONSISTS OF STYLIZED DOLLAR SYMBOLS.

SN 85-664,637, FILED 6-28-2012.

DAVID MURRAY, EXAMINING ATTORNEY

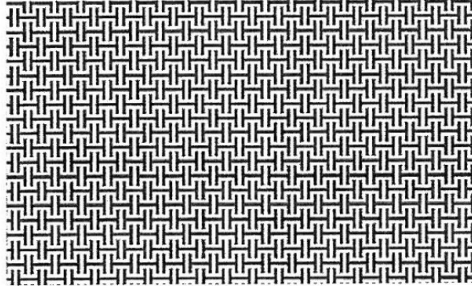


Lisa M. Smith

Acting Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 4,112,064

Registered Mar. 13, 2012

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

THE H COMPANY IP, LLC (DELAWARE LIMITED LIABILITY COMPANY)
ONE NORTHBROOK PLACE, 5 REVERE DRIVE
NORTHBROOK, IL 60062

FOR: TOPS; SHIRTS; SWEATERS; COATS; JACKETS; LOUNGEWEAR; FOOTWEAR;
SCARVES; BELTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 11-17-2010; IN COMMERCE 11-17-2010.

THE MARK CONSISTS OF A SERIES OF INTERLOCKING "H'S".

SN 77-350,221, FILED 12-12-2007.

KAREN BRACEY, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office